



While the Mississippi overflows, Kresge people fight the floods. At left, a street just two blocks from Kresge 106, Dubuque, Ia., is completely submerged. At right, Jupiter 4584, Clinton, Ia., stands protected by a sandbag dike which Kresge men helped build in the business district.

les in Midwest



Manager Hans Berres toasts gift certificate balloons from roof of 387, Centralia, Ill., during city's Shower of Values event.



4079's staffers in Fort Wayne, Ind., prepare K mart's patio shop.

St. Joseph, Mo., K mart 4026 — The second anniversary truckload sale on the parking lot was a huge success, related Reporter Josephine Lehman.

Greensburg, Pa., K mart 4032— Camera Department Manager Phil Tucker received an award for his suggestion on Vacation Film and Processing Plan. Mr. Tucker used the plan last year in his department and had very good results.

Sioux Falls, S.D., K mart 4041— Fellow employees are proud of the store's team have been runners-up for the Star League championship for two consecutive years. The men's team were champions of the Olympic League and each team member received a trophy. The two teams vied for a store championship with the men winning by 114 pins. Manager Glen Underwood donated a "traveling trophy," which the men will keep this year.

Fort Wayne, Ind., K mart 4079— Staffers look forward to a thriving summer business from the patio department. The patio department features garden tools and supplies, the pet shop, decorative flowers and the picture department.

Clinton, Ia., Jupiter 4584—"Old Man River decided to go on a rampage, but 4584 took it all in stride. As the Mississippi River crept toward a flood crest of four feet above previous flood records, we were busy moving merchandise from the basement, filling sandbags and installing two pumps sent to us from Kresge 275, Elmira, N.Y. After all the merchandise was high and dry on the second floor Manager Ronald G. Burdick and I volunteered our services in the building of Clinton's protective dike which eventually saved the business district. Manager Burdick's confidence finally reached the point where he waged a bet of a coke and a grilled cheese sandwich with Dave Stipes, stockman, that we wouldn't get a drop of water in the basement. As this reporter was passing the office yesterday, it was observed that Manager Burdick was enjoying filling out return sheets with a coke and sandwich at his side," wrote Assistant Manager Dennis Herrold.

Kresge Kapers

Erie, Pa., Kresge 76 — Reporter Gertie O'Day related that a teenager asked the sales clerk: "Do you have a convulsion card?" She wanted a convalescent card."

Elkhart, Ind., Kresge 237—Enthusiasm and determination brought honor to June McIntire, part-time, but not without mishap. June related: "As a member of my school's science club, Echoes of Einstein, I needed a rabbit for a special science project. A friend gallantly offered to get me one, but implied I couldn't get one on my own. Naturally, I was determined to show I could and so set a trap in the woods at a river the next evening. I returned the following evening to see what I had caught and jubilantly discovered a beautiful, brown bunny. Although I caught my hand in the trap while trying to free it, I finally started back with the little bunny under my arm. As I neared the road I met a man who told me what a nice specimen I had and asked what I thought it was worth. Innocently, I replied that I wasn't interested in selling it. Undaunted, he said he thought \$4.50 would do —\$2 for out-of-season trapping and \$2.50 for trapping without a license. After paying the game warden, and later a doctor for a tetanus shot, I had spent \$11.50 and still didn't have a rabbit. My friends came to the rescue and helped me obtain another rabbit—legally—and I finished the project for which I received the coveted silver pin, the first girl in the club's history at my school to do so."

Western Promotions Set Fast Pace

Tucson, Ariz., Kresge 706—Wes Fowler, captain of the losing credit contest team, washed Larry Baird's car in front of the store. Mr. Baird was captain of the winning team and the car wash was part of the winners' prizes. The losers also served breakfast to the winners. Special honorable mention went to Rachel Vigil, food department head, who turned in 39 applications during the two-week contest.

Canoga Park, Calif., Kresge 711 —The store plans a July 4th employee picnic . . . The entire line of summer sportswear and swimwear was modeled by staffers at a fashion show held May 21 and May 22 . . . An anniversary breakfast and sale marked the store's fifth anniversary.

Vallejo, Calif., Kresge 712—Hot dogs barbequed on an outdoor grill were featured during the store's Fun in the Sun Sale . . . Dorothy Campbell was promoted to fountain supervisor.

Hawthorne, Calif., Kresge 718—Staffers hoped to make the annual Fun in the Sun promotion the biggest ever, said Inez Wheeler.

Phoenix, Ariz., Kresge 722—Lucienne Nadon won the prize for the most creative costume using fabric, decorative flowers and artificial birds during the centerwide Crazy Daze promotion . . . Employees plan a store picnic for July 4th.

San Diego, Calif., Kresge 726—Staffers and their families enjoyed a Memorial Day picnic. . . Assistants Tom Twelmeyer and Robert Corrales and Manager Claude Z. Porter are leading the men bowlers in an 850 Scratch on Friday nights.

Kresge 747 Hosts Antique Auto Show

El Paso, Tex., Kresge 747—A successful antique auto show sponsored by Bassett Center brought many extra sales to 747, reported Manager Floyd J. Cole. The event was held on the mall in front of 747. Fifteen antique cars, ranging from a 1907 Brush to a 1929 Cadillac touring car, were on display. The owners of the cars wore appropriate clothes. Prizes were awarded to the participants wearing the best costumes . . . A week-long Cook Out School featured local disc jockeys, postmasters, newspaper reporters, etc., competing for the title of Best Chef. Each contestant had his own grill set up on the mall. Manager Cole was a judge. . . Staff members and their families enjoyed a picnic on May 23. . . Karla and Her Chimps entertained shoppers at the center during a promotion. The chimpanzees performed acrobatics, roller skating and stick horse riding.

Albuquerque, N.M., Kresge 754—Bowling participants held a potluck supper at the end of the bowling season . . . Grass skirts and mummus were the dress during the center-wide luau.

Las Vegas, Nev., Kresge 764—Staffers held the annual picnic at Boulder Beach on May 30.



747's Manager Floyd J. Cole (at left) judges entry in Bassett Center's Cook Out School in El Paso, Tex. Swimsuit styles (at right) are modeled by Anna Lujan (l to r), Esther Froo, Jackie Abercrombie.

TYFSAK Spirit



The losing credit contest team, 706, Tucson, Ariz., cooks breakfast for winning team members.



Kresge 722's staff creates proper spirit for Crazy Daze by donning costumes in Phoenix, Ariz.



Annual Holidorado Days in Las Vegas, Nev., inspires appropriate dress at 764 for the event.

Kresge 790 Strengthens International Friendship

Chula Vista, Calif., Kresge 790—A gay pinata party along with the unveiling of a statue of Benito Juarez, famous Mexican patriot, highlighted the special events which took place at Chula Vista Shopping Center when the governor of Baja California, Mexico, made his first official visit to Chula Vista. The governor presented the statue to the shopping center in honor of the Cinco de Mayo (5th of May), the day 103 years ago when the French were defeated by the Mexican army. More than 500 people attended the unveiling ceremony. All day long, Mariachi bands strolled through the plaza that was decorated with Mexican handwork. Charter buses ran from the center to the Mexican border seven miles away bringing Mexican citizens to the center to participate in the celebration. After the ceremony, the governor and his party were feted by the merchants and the officials of the city. With the large crowds the celebration drew, Kresge 790 had a good sales day, but more than that, the celebration strengthened friendship between the two countries, related Reporter Mary Burks.

Fresno, Calif., K mart 4011—Winchester-Western, of New Haven, Conn., awarded Bryan Eaton, sporting goods manager, Robert White, assistant sporting goods manager, and Robert Sutton, sales, proficiency certificates in gunology for having successfully completed that company's comprehensive course for professional firearms salesmen.

Fresno, Calif., K mart 4068 —Robert Good, sporting goods department manager, received notice that he was top man in sales for his department in the United States . . . The annual store picnic for employees and their families was held May 31 at Wildwood Country Club. Entertainment included swimming meets, golf, tennis, relay races and other games. Prizes were awarded. The office staff served as hostesses.

Kresge Kapers

Chula Vista, Calif., Kresge 790 —"Let's all think about decorating our store for Easter," Manager William E. Roach told the staff. "And if you can't think of anything else, just see Miss Yager (Lilly Yager) and she'll lay an egg for you. She's always cackling anyway!" The local newspaper reported the proceedings: "Well, Roach's advice brought down the house, but it gave birth to something else. A few hours later, Manager Roach received, all beautifully wrapped and be-ribboned, a big shoe box jammed full of that plastic green grass that's sold at Easter time. Hidden in the grass was a huge styrofoam egg, and on the egg, written in purple ink, was this tender, touching message: 'Dear Mr. Roach, I did it. I laid an Easter egg. Just for you. Love, Lilly.' How's that for a real Easter Lilly?"



4065, Fresno, Calif., hosts busload of Texas surfing students on their way to San Francisco.